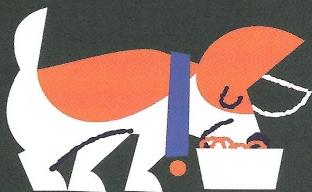


The  
Farmer's  
Dog

**Your Dog's Fresh Start  
Starts Here**

**HELLO AND WELCOME TO THE FARMER'S DOG!**

Our one and only goal is to make it easy for people to help their dogs live long, healthy lives. Feeding them real, fresh food plays a huge part in that. So rub your pup on the belly and pat yourself on the back; you've taken the first step toward building a great new healthy habit (the easiest kind to keep: one for your dog!)







## THE TALE OF HOW THE FARMER'S DOG STARTED

It began with Brett's Rottweiler, Jada.

Jada suffered from bad digestive issues as a puppy, but after trying every kind of food, we took the advice of a veterinarian and decided to cook for her ourselves—and her tummy troubles disappeared.

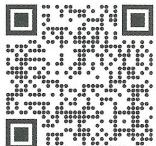
Intrigued, we started doing more research. After learning the truth about the pet food industry (more on that on the next page), we worked with board certified veterinary nutritionists to create the company we wished existed for our own dogs: A service that makes it simple to feed them fresh, healthy food.

Today, our recipes are recommended by thousands of veterinarians, and our growing team of dog professionals has made, portioned, and delivered **millions of healthy meals** for dogs across the country. We're here to help you at any time—and we can't wait to hear how your dog will benefit from their new fresh diet!

**Brett Podolsky & Jonathan Regev**  
Co-Founders, The Farmer's Dog



**Jada & Buddy**  
Co-Founding Dogs



*To watch the rest of our story so far,  
scan this with your phone's camera!*

## WHAT WE UNCOVERED ABOUT COMMERCIAL PET FOOD

The pet food industry is shockingly deceptive. Pet food products do not have to meet the same quality standards as human food. But pet food manufacturers can make their products seem much healthier than they really are—and it's completely legal.

*Think this only applies to certain brands? Regardless of the cost, how nice the packaging is, and how "healthy," "premium," or "organic" they seem, most kibbles and canned foods are made from the same process.*



### **The Biggest Problem? The Cooking Process**

We've been taught to focus on ingredients—but regardless of their quality, the extreme processing used to create pet food is so harsh that it severely damages ingredients' natural nutrients.

*Ingredients can be exposed to several rounds of high heat and high pressure in the process of becoming shelf-stable pet food.*

### **Diseased Ingredients = OK to Use**

It's legal for pet food companies to use ingredients that are considered too low quality for use in human food—including 4D meats; from diseased, disabled, dying, or dead animals.

*Diseased meats can be used in dog food without being shown anywhere on the label as they're processed into "meals" or "fats."*

### **What's On the Bag ≠ What's In the Bowl**

The ingredients shown on the bag don't have to resemble those actually used. Plus a substantial number of ingredient lists are inaccurate—and are easily manipulated with common tactics like ingredient splitting.

*Marketing terms like "Healthy," "Premium," and "Holistic" are everywhere on pet food packages—but are so broadly defined that they're effectively meaningless words.*

## THE STATE OF DOG HEALTH IN A WORLD WHERE 80% OF DOGS EAT KIBBLE



**80%**

**develop some form of dental disease**  
*(What other crunchy foods clean teeth?)*



**50%**

**over the age of 10 will develop cancer**  
*(That's a lot of lost years)*



**60%**

**are overweight or obese**  
*(Studies have shown dogs who eat kibble are more likely to be overweight)*



**16%**

**is the average loss of lifespan for an overweight dog**  
*(And even dogs' full lifespans are too short for us)*

*“No animal’s digestive system  
is designed to eat highly  
processed food every meal of  
their lives. The Farmer’s Dog  
makes it easy to feed our pets  
what they were meant to eat.”*

**Dr. Alex Schechter**

Doctor of Veterinary Medicine  
Burrwood Veterinary, Royal Oak, MI

More and more veterinarians are learning about the issues with kibble and the benefits of feeding fresh—making us the fastest growing category of food being recommended by veterinarians. For more veterinary information, go to **Vets.TheFarmersDog.com**.



# How We Made Pet

Using decades of pet nutrition research, modern technology, and a little common sense, we worked with top vet nutritionists to create a safe, balanced, and fresh pet food made from whole food ingredients.

## Truly Healthy Human-Grade Food

Everything in our dog food is safe and high-quality enough that it could be served to humans. (Believe us, we've eaten a lot of it.)

## Nutritionally Complete & Balanced for Dogs

Our recipes are developed with industry-leading vets to give your dog all the nutrition they need, delivered mostly through fresh, whole foods.

## Know What You're Really Feeding

No need to trust us or translate a lengthy label. You can tell what ingredients have gone into our food (and your dog's bowl) just by looking at it.



# Food Healthy



## Portions Personalized to Their Needs

We deliver your dog's food pre-portioned for them, making it straightforward to manage their weight, and help them stay lean and healthy for longer.

## A Diet with Better Digestibility

Your dog absorbs more nutrients from fresh, gently steamed food than highly processed options, which is a big health-booster (and results in smaller, firmer, less smelly poops!)

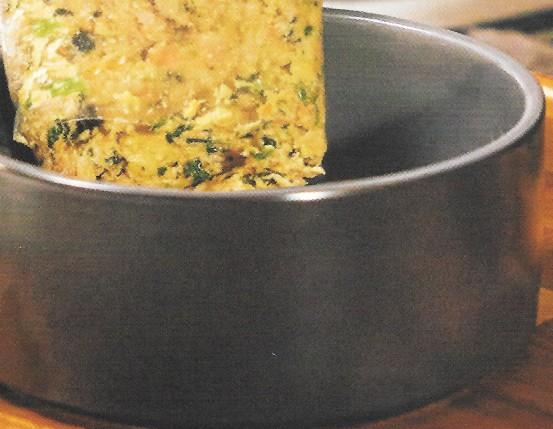
## Full of Immunity-Boosting Nutrients

Our gentle steaming method ensures our food is safe for dogs to eat, while preserving vital nutrients which can help improve their immune system function.



Feeding fresh food isn't about being "fancy" or spoiling your dog—it's about feeding them what they're supposed to eat: Simple, real food.

But while the ingredient lists might be small, the positive impact a fresh diet can have on your dog is immeasurable.



## **SIMPLE FOOD, SIMPLE TO USE**

We want feeding fresh to be effortless for every pet owner—and we've made it easy to perfect your plan in your account!

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### **Update Your Meal Plan**

Switch up which recipes you receive, or edit your dog's recommended portion. Keep their profile up to date with any changes from signup so they're always receiving the right amount of food for their needs.

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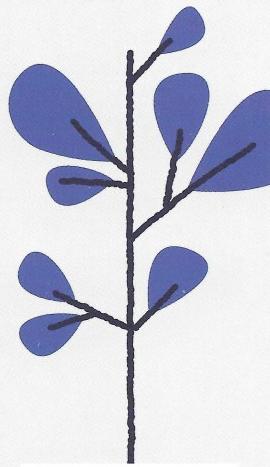
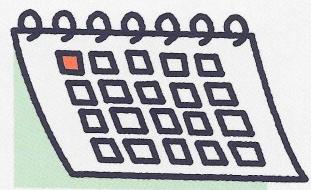
### **Adjust Your Deliveries**

Reschedule your orders, get them shipped to different delivery addresses, change how much food you're receiving, and more. We want to make feeding fresh work for your life, travel plans, and freezer size.

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### **Refer Friends & Family**

Share the health with the other dogs and dog people in your life by giving them a discount on their first box!



## WE'RE HERE ANYTIME YOU NEED US!

Another benefit of our real food? A team of real people, here for you every step of this new, healthy journey. We want to hear from you, and help make this new healthy habit work for your life and your dog! Reach out for whatever you need—even if it's just someone to send your latest dog pic to.

**Email:** Care@TheFarmersDog.com

**Call or Text:** 646.780.7957

### Keep an Eye on Your Inbox!

We'll be sending regular order updates, helpful tips, and deeper dives into dog health topics to your email. Make sure they're not going to your spam folder so you don't miss something!

### Set Your SMS Preferences

Head to your account to choose which order updates you want to receive via text.

### And Follow Us on Social Media

Who couldn't use some more dog content in their feed?

@thefarmersdog



*Save me somewhere safe!*